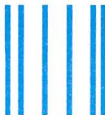




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PLEASE PRINT NEATLY IN BLACK INK USING UPPERCASE LETTERS ONLY.

FIRST NAME

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LAST NAME

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STREET NUMBER

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PHONE

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- Name of video _____
- What was the name of the store where this video was bought?
 - ☐ Disney Store
 - ☐ Drug Store
 - ☐ Grocery Store
 - ☐ Kmart
 - ☐ Price Costco
 - ☐ Target
 - ☐ Walmart
 - ☐ Other Store
 - ☐ Don't Know
- How many prerecorded videocassettes do you OWN and, of these, how many did you PURCHASE in the past 12 months? (INCLUDING THIS VIDEO)

OWNED

BOUGHT IN PAST 12 MOS.

TOTAL VIDEOS, ANY TYPE:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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Total Disney Videocassettes, any type:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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- Which of the following do you own or use at home?

- ☐ Cable TV
- ☐ CD Player
- ☐ DVD Player
- ☐ LaserDisc Player
- ☐ Personal Computer
- ☐ Online Service for PC (e.g. America Online)
- ☐ Satellite Dish
- ☐ Video Game Machine

- Are you: 1. ☐ Male 2. ☐ Female
- Your age: 1. ☐ 12 yrs. or younger 3. ☐ 18-24 yrs. 5. ☐ 35-44 yrs. 7. ☐ 55-64 yrs.
2. ☐ 13-17 yrs. 4. ☐ 25-34 yrs. 6. ☐ 45-54 yrs. 8. ☐ 65+ yrs.
- How many children 17 yrs. or younger live in your household?
of children _____ or ☐ No children
- What are the ages of the children in your household? (CHECK ALL THAT APPLY)

Boys: ☐ 6-11 mos. ☐ 2 yrs. ☐ 4 yrs. ☐ 6 yrs. ☐ 8 yrs. ☐ 10 yrs. ☐ 12 yrs.
☐ Under 6 mos. ☐ 1 yr. ☐ 3 yrs. ☐ 5 yrs. ☐ 7 yrs. ☐ 9 yrs. ☐ 11 yrs. ☐ 13-17 yrs.

Girls: ☐ 6-11 mos. ☐ 2 yrs. ☐ 4 yrs. ☐ 6 yrs. ☐ 8 yrs. ☐ 10 yrs. ☐ 12 yrs.
☐ Under 6 mos. ☐ 1 yr. ☐ 3 yrs. ☐ 5 yrs. ☐ 7 yrs. ☐ 9 yrs. ☐ 11 yrs. ☐ 13-17 yrs.
- What is your annual household income?
 - ☐ Below \$20,000
 - ☐ \$20,000-\$29,999
 - ☐ \$30,000-\$39,999
 - ☐ \$40,000-\$49,999
 - ☐ \$50,000-\$74,999
 - ☐ \$75,000-\$99,999
 - ☐ \$100,000-\$149,999
 - ☐ \$150,000+

THANK YOU!

If you have questions, please write to:
Buena Vista Home Entertainment, Consumer Relations
P.O. Box 908, Lakewood, CA 90714-0908

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